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CONSUMER PURCHASES OF Selected Fruits and Juices

SEPTEMBER 1958



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UNITED STATES DEPARTMENT OF AGRICULTURE

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
SEPTEMBER 1958

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-
: sons between periods of equal length. :

SUMMARY

Consumers purchased moderately more chilled orange juice in September 1958 than in September 1957. ^{1/} Purchases of other orange products declined, however, and frozen concentrated orange juice was down slightly more than one-third. Buying of canned grapefruit sections rose 16 percent as contrasted to a 16-percent drop in purchases of single-strength grapefruit juice. Single-strength lemon juice and frozen concentrated lemonade were bought in substantially larger volume than in September a year earlier. Purchases of single-strength and frozen concentrated juices not individually reported also increased substantially. Tomato juice held steady but prune juice purchases fell off.

Buying of fresh lemons slipped slightly from the September 1957 level, while purchases of fresh oranges and grapefruit were substantially lower.

Prices paid were up from September 1957 for all commodities except the lemon products. This price rise and the decline in purchases reflected the smaller-than-average citrus crops in the 1957-58 season and the resultant curtailment in production of most products.

FROZEN JUICES, CHILLED JUICE, AND ADES

Household purchases of frozen concentrated orange juice in September 1958 fell 34 percent--1.8 million gallons--from the level of September a year earlier. Purchases averaged about 6 cans (6-ounce) per buying family, with about 24 percent of the Nation's families making at least 1 purchase during the month. This represented a drop of about 5 percentage points in the proportion of families buying and of 2 cans in the size of the average monthly purchase. Prices paid averaged 24.7 cents, nearly 10 cents per can higher than in September 1957 (table 1, fig. 1).

Purchases of frozen orange concentrate averaged 4.3 million gallons per month in the 1957-58 season (October 1957-September 1958), 18-percent less than in 1956-57. Purchases per buying family amounted to 6.8 cans per month, down 1 can. This was the lowest family purchase rate since 1951-52. Prices paid during the season averaged 20 cents, up 4.7 cents per can from 1956-57.

Purchases of frozen concentrated grapefruit juice in September 1958 were too small for analysis. Buying of other frozen concentrated juices, however,

^{1/} All monthly data in this report are for 28-day periods to facilitate comparisons.

increased by about 48 percent--241,000 gallons--over September 1957. Prices paid for such juices were up about 1.1 cents to 19.4 cents per 6-ounce can (table 5).

Buying of chilled orange juice for home use in September 1958 was moderately greater than in the corresponding period a year earlier. The gain reflected a larger proportion of families buying, which more than offset some decline in the size of average purchase. About 41.4 cents was paid for a quart of this juice, 5.7 cents more than in September 1957 (tables 1 and 6).

Purchases of chilled orange juice averaged 1.9 million gallons per month in 1957-58, an 18-percent gain over the preceding season. On a buying family basis, however, purchases were down slightly to an average of 3.9 quarts per month.

Household purchases of single-strength orangeade were down 9 percent from September 1957, reflecting a smaller purchase per buying family. Prices paid averaged 29 cents per 46-ounce can, up 1.5 cents. Total purchases for the season were about the same as in 1956-57. Average purchases per buying family, however, were moderately smaller (table 2, fig. 2).

Purchases of shelf-pack orangeade amounted to a little less than 100,000 gallons in September 1958. The 1 percent of the Nation's families that purchased this product bought about 3.4 cans (6-ounce) during the month. Prices paid, 18.7 cents per can, were up 1.5 cents. Total purchases for the season were 17-percent greater than the 1956-57 volume (table 1).

Frozen concentrated lemonade was purchased in substantially greater volume in September 1958 than in the same month in 1957. The gain was associated with a larger proportion of families buying and with a larger average size of purchase. Prices paid at 10.2 cents per 6-ounce can, down 0.7 cent, were the lowest yet reported in this series. Compared with 1956-57, total purchases and the average size of purchase per buying family in 1957-58 were moderately larger (table 1, fig. 2).

CANNED JUICES AND FRUIT

Householders purchased about 5 percent more canned single-strength juices in September 1958 than in September 1957. The gain was associated with an increase of 1 percentage point in the proportion of families buying these products. Prices paid were up about 8 percent. Purchases during the 1957-58 season averaged 8.3 million cases (equivalent 24 No. 2's) per month, 11-percent more than the 1956-57 average. Buying family purchases, 3.1 cans (46-ounce) per month in 1957-58, were up 4 percent (tables 2 and 8).

Household buying of canned single-strength orange juice dropped 10 percent or 110,000 cases from the September 1957 level. The decline reflected a smaller average size of purchase and a slight drop in the proportion of families buying. The 38.3 cents paid for a 46-ounce can of this

product was 8 cents higher than the September 1957 price, and the highest reported since 1950 (table 2, fig. 3).

On the average, buying families bought 2.2 cans of single-strength orange juice per month in 1957-58, 9-percent more than in the preceding season. Total purchases averaged about 1.3 million cases per month, a gain of 34 percent.

Purchases of canned single-strength grapefruit juice in September 1958 dropped 16 percent below the volume of a year earlier. The proportion of families buying was off 1 percentage point, and there was some decline in the size of the average purchase. The 34.1 cents paid for a 46-ounce can of this product represented an increase of 6.5 cents over a year earlier and the highest paid in 8 years (table 2, fig. 3).

Purchases of canned grapefruit juice in the 1957-58 season averaged about 800,000 cases per month, while buying family purchases averaged 2.1 cans. Both averages were down moderately from 1956-57.

Household consumers bought 18-percent more canned single-strength lemon juice in September 1958 than a year earlier. There was a larger proportion of families buying as well as a gain in the average size of purchase. Prices paid averaged 10.3 cents per $5\frac{1}{2}$ -6-ounce can, the same as in September 1957. Total purchases of lemon juice in 1957-58 were about the same as in the preceding season but the average price was about 1 cent per can lower (tables 2 and 6).

Consumers purchased 8-percent less prune juice in September 1958 than in September 1957. A drop of 1 percentage point in the proportion of families buying was associated with the decline. The price paid, 34.3 cents per quart, averaged 1.3 cents higher (tables 2 and 7).

Purchases of prune juice amounted to about 630,000 cases per month in 1957-58, 5-percent less than the 1956-57 average. Buying family purchases, however, remained about the same at 2.3 quarts per month.

Householders purchased nearly the same quantity of tomato juice as in September 1957. Prices paid at 28.5 cents per 46-ounce can, however, were up 2.1 cents. The total volume of purchases for the season was about the same as in 1956-57 (tables 2 and 7).

Purchases of canned single-strength juices not individually reported were up 22 percent from September 1957. The gain was linked with an increase of about 3 percentage points in the proportion of families buying and a 7-percent increase in the size of the average family purchase. Prices paid for these juices averaged 33.1 cents per 46-ounce can, an advance of 1.4 cents. Purchases averaged 3.7 million cases per month in 1957-58, one-fifth more than in the preceding season (tables 2 and 8).

Buying of canned grapefruit sections for home use increased 16 percent over September 1957. The gain was accounted for by some increase in the proportion of families buying and by a larger family purchase. On the average, 20.3 cents was paid for a No. 303 can, 1.6 cents more than a year earlier. The total volume of purchases in the 1957-58 season and the size of average monthly purchase per buying family remained the same as in 1956-57 (tables 2 and 4).

FRESH FRUIT

The volume of fresh oranges purchased in September 1958 was the lowest reported for any month in this series. Only about 13 percent of the Nation's families purchased oranges during the month, compared with 21 percent in September 1957, with the average purchase per buying family off 3 oranges. Prices paid averaged 67.8 cents per dozen, 18.5 cents higher than in September 1957 (table 3, fig. 4).

Total purchases of oranges during the season were down about 18 percent from 1956-57, and buying family purchases, 23.1 oranges per month, down 2.2 oranges. Prices paid averaged 52.2 cents per dozen, 7.9 cents more than in 1956-57.

About 78 percent of the oranges purchased in September 1957 and 1958 were produced in California-Arizona. Prices paid averaged 70 cents per dozen, 20 cents more than in September 1957. Prices paid for Florida oranges were up 12 cents a dozen (table 3, fig. 5).

Fresh grapefruit purchases fell off substantially from the level of September 1957. The average price paid, \$1.55 per dozen, was up 46 cents. Purchases for the season were down 8 percent from the 1956-57 level. Buying family purchases averaged 9 grapefruit per month, slightly less than the 1956-57 average. Prices paid averaged 94 cents per dozen, a rise of 8.7 cents from the 1956-57 season average (table 3, fig. 4).

The quantity of fresh lemons bought for home use in September 1958 was slightly less than in September a year earlier, reflecting a decline in the proportion of families buying. Prices paid averaged 42.8 cents per dozen, down 0.8 cent. The volume of lemons purchased in 1957-58 represented a slight increase over the preceding year. Purchases per buying family averaged 11.1 lemons per month, compared with 10.6 in 1956-57. Prices paid, 44.2 cents per dozen, were nearly the same as 1956-57 (table 3, fig. 4).

Table 1.--Frozen juices, chilled juice, and concentrated ades: Summary U. S. consumer purchases and average prices paid, September 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	24.0	28.6	3,490	5,325	2.1	2.2	17.4	21.7	6	24.7	14.9
Grapefruit.....	1/	1/	1/	1/	1/	1/	1/	1/	6	1/	1/
Other concentrates.....	2/	2/	743	502	2/	2/	14.0	13.4	6	19.4	18.3
Total.....	27.4	31.1	4,293	5,892	2.4	2.3	16.7	20.6			
Chilled orange juice.....	3.2	3.0	1,600	1,525	3.3	3.3	38.9	40.1	3/32	41.4	35.7
Concentrated ades:											
Frozen:											
Lemonade.....	7.8	6.4	973	730	1.4	1.4	22.5	20.2	6	10.2	10.9
Shelf-pack:											
Orangeade.....	1.1	1/	92	1/	1.3	1/	15.6	1/	6	18.7	1/

1/ Too few purchases reported for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: Summary U. S. consumer purchases and average prices paid, September 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average prices paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	9.2	9.5	1,020	1,132	1.7	1.7	54.5	59.7	46	38.3	30.3
Grapefruit.....	6.1	7.2	664	793	1.6	1.6	58.6	61.0	46	34.1	27.6
Lemon.....	2.8	2.6	65	55	1.2	1.2	16.4	15.0	5 1/2-6	10.3	10.3
Prune.....	6.8	7.8	617	670	1.8	1.8	41.5	40.7	32	34.3	33.0
Tomato.....	15.6	16.1	1,596	1,581	1.5	1.5	58.0	57.3	46	28.5	26.4
All other.....	28.8	26.0	3,541	2,912	2.0	2.0	52.7	49.4	46	33.1	31.7
Total.....	46.9	45.9	7,503	7,143	2.6	2.6	52.5	51.9			
Single-strength orangeade..	3.5	3.4	428	470	1.6	1.6	67.8	73.4	46	29.0	27.5
Grapefruit sections.....	5.4	5.1	331	285	1.6	1.5	35.3	35.9	2/16	20.3	18.7

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: Summary U. S. consumer purchases and average prices paid, September 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total purchases		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges:										
California-Arizona.....	10.6	17.0	517	800	2.0	1.9	9.6	11.8	70.3	50.3
Florida.....	1.1	2.0	55	117	1.8	1.6	11.5	13.8	57.5	45.6
Unidentified.....	2.4	3.5	79	119	1.3	1.3	10.8	12.3	61.8	45.8
Total 1/.....	13.3	20.8	660	1,045	2.0	1.9	9.9	12.0	67.8	49.3
Grapefruit:										
California-Arizona.....	1.2	2.9	38	105	1.2	1.4	3.7	4.0	153.4	112.8
Florida.....	2/	4.3	2/	145	2/	1.2	2/	4.0	2/	105.3
Unidentified.....	1.0	4.2	32	133	1.7	1.3	3.2	3.9	154.2	111.8
Total 1/.....	2.3	10.2	81	392	1.6	1.5	3.4	4.0	155.3	109.5
Lemons.....	18.6	19.5	317	327	1.6	1.6	7.3	7.0	42.8	43.6

1/ Includes purchases of Texas fruit.

2/ Too few purchases reported for analysis.

Table 4.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

Period	Frozen concentrated grapefruit juice						Canned grapefruit sections					
	Percentage of all families buying		Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases		Average price per No. 303 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1.0	1.3	73	98	15.5	14.3	5.2	6.7	282	384	18.7	18.1
November.....	2/	1.1	2/	70	2/	13.8	4.8	5.6	256	313	19.1	18.0
December.....	2/	2/	2/	2/	2/	2/	4.1	5.0	209	261	19.0	18.6
October-December 3/.....			217	250					803	994		
January.....	2/	1.2	2/	87	2/	14.0	5.4	5.3	300	280	19.0	18.1
February.....	2/	1.0	2/	81	2/	14.0	5.3	5.0	279	260	19.0	18.1
March.....	1.1	2/	82	2/	17.3	2/	4.7	4.6	240	250	19.8	18.5
October-March 3/.....			452	522					1,675	1,853		
April.....	1.0	2/	76	2/	17.1	2/	5.1	5.0	278	238	19.8	18.6
May.....	2/	1.0	2/	70	2/	14.9	5.7	5.0	303	242	19.7	18.8
June.....	2/	1.0	2/	92	2/	14.7	5.8	4.6	312	243	20.1	18.6
October-June 3/.....			667	751					2,649	2,638		
July.....	2/	2/	2/	2/	2/	2/	7.3	5.3	296	296	18.7	18.7
August.....	2/	2/	2/	2/	2/	2/	4.6	5.4	273	301	20.1	19.1
September.....	2/	2/	2/	2/	2/	2/	5.4	5.1	331	285	20.3	18.7
Season 3/.....			839	942	17.0	14.4			3,614	3,588	19.6	18.5

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Other and total frozen concentrated juices: Consumer purchases, October 1956 to date 1/

Period	Other frozen concentrated juices 2/				Total frozen concentrated juices			
	Purchases		Average price per 6-ounce can		Percentage of all families buying		Purchases	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 gallons	1,000 gallons
October.....	554	434	17.9	18.2	32.9	30.9	6,478	5,602
November.....	572	380	18.4	18.5	33.5	30.1	6,405	5,268
December.....	576	433	18.0	18.4	31.9	30.7	5,936	5,399
October-December 3/.....	1,817	1,381					20,232	17,542
January.....	718	491	18.5	18.3	30.9	29.7	5,408	5,523
February.....	782	518	18.5	17.9	31.2	30.1	5,276	5,765
March.....	739	549	19.0	17.9	30.0	29.6	5,181	5,765
October-March 3/.....	4,261	3,077					37,466	36,032
April.....	808	492	19.2	18.4	28.9	29.9	4,876	5,497
May.....	703	528	19.3	18.1	27.6	32.9	4,685	6,894
June.....	700	581	19.2	17.9	26.8	32.9	4,074	6,511
October-June 3/.....	6,679	4,814					52,242	56,493
July.....	807	636	19.2	18.1	27.1	32.4	4,142	6,177
August.....	786	567	19.1	18.2	26.5	31.6	4,096	5,824
September.....	743	502	19.4	18.3	27.4	31.1	4,293	5,892
Season 3/.....	9,228	6,667	18.9	18.1			67,199	75,792

1/ Percentage of families buying other frozen concentrated juices and the weighted average prices paid for total frozen concentrated juices are not available.

2/ All frozen concentrated juices except orange and grapefruit are reported as other.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 6.--Chilled orange juice and single-strength lemon juice: Consumer purchases and average prices paid, October 1956 to date

Period	Chilled orange juice						Single-strength lemon juice					
	Percentage of all families buying		Purchases		Average price per equivalent quart		Percentage of all families buying		Purchases		Average price per 5½-6 ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.5	3.0	1,794	1,146	36.3	36.8	2.2	2.2	48	49	11.1	12.1
November.....	4.1	2.7	1,869	1,296	35.8	37.3	2.0	1.8	45	42	10.3	11.7
December.....	3.5	3.3	1,786	1,579	35.9	36.1	2.3	2.0	50	47	10.3	12.6
October-December 2/.....			5,958	4,398					156	150		
January.....	4.3	3.2	2,129	1,666	35.4	35.0	1.9	2.1	38	45	10.0	12.6
February.....	4.7	3.6	2,163	1,650	36.4	35.7	2.2	2.0	47	38	11.1	12.6
March.....	4.8	3.4	2,277	1,794	38.4	35.5	2.3	2.5	54	48	11.0	12.3
October-March 2/.....			13,153	9,968					304	292		
April.....	4.4	3.6	2,147	1,858	39.6	35.6	2.6	2.3	55	48	10.4	10.9
May.....	4.2	3.5	2,099	1,937	40.9	35.2	3.1	2.9	68	63	10.6	10.7
June.....	4.0	3.7	2,087	1,933	40.4	34.9	3.6	4.5	84	105	10.0	11.0
October-June 2/.....			19,944	16,185					525	521		
July.....	3.4	3.3	1,714	1,674	41.2	35.0	4.6	4.5	113	108	10.6	10.4
August.....	3.3	3.1	1,516	1,574	41.0	35.1	3.5	3.4	88	87	10.7	10.8
September.....	3.2	3.0	1,600	1,525	41.4	35.7	2.8	2.6	65	55	10.3	10.3
Season 2/.....			25,247	21,347	38.4	35.5			612	787	10.5	11.3

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 7.--Canned single-strength prune and tomato juices: Consumer purchases and average prices paid, October 1956 to date

Period	Prune juice						Tomato juice					
	Percentage of all families buying		Purchases		Average price per 32-ounce bottle		Percentage of all families buying		Purchases		Average price per 46-ounce can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	7.7	8.1	666	687	33.0	32.2	16.5	16.3	1,663	1,601	27.0	27.8
November.....	7.4	7.6	634	662	33.2	32.6	20.9	16.8	1,985	1,670	27.5	27.7
December.....	7.3	7.6	619	592	33.1	32.7	16.1	16.8	1,560	1,610	28.0	27.8
October-December 2/.....			2,047	2,086					5,644	5,308		
January.....	7.7	7.8	684	701	32.9	32.9	18.8	17.8	1,892	1,777	27.7	28.2
February.....	7.5	7.6	655	686	33.6	32.8	18.1	18.2	1,859	1,811	27.9	27.4
March.....	7.6	8.9	659	724	33.4	32.8	18.1	19.2	1,873	2,045	28.5	27.1
October-March 2/.....			4,205	4,366					11,824	11,400		
April.....	7.4	8.0	644	699	34.0	32.7	18.6	18.9	1,876	1,993	28.5	26.6
May.....	7.0	7.4	642	663	33.7	32.6	17.4	18.1	1,794	1,929	28.7	26.3
June.....	6.7	7.2	600	629	33.9	32.8	17.1	17.3	1,751	1,761	28.5	26.8
October-June 2/.....			6,200	6,506					17,602	17,506		
July.....	6.8	7.2	566	623	33.9	33.0	17.2	16.1	1,573	1,729	29.1	26.8
August.....	6.5	7.0	577	595	33.8	32.8	14.5	16.1	1,554	1,654	29.0	26.5
September.....	6.8	7.8	617	670	34.3	33.0	15.6	16.1	1,596	1,581	28.5	26.4
Season 2/.....			8,091	8,526	33.6	32.8			22,704	22,841	28.2	27.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 8.--Other and total single-strength juices: Consumer purchases and average price paid, October 1956 to date

Period	Other single-strength juices 1/						Total single-strength juices					
	Percentage of all families buying		Purchases		Average price per 46-ounce can		Percentage of all families buying		Purchases		Average price per No. 2 can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Percent	Percent	1,000 cases 2/	1,000 cases 2/	Cents	Cents
October.....	29.5	27.0	3,576	2,951	31.6	30.2	50.1	46.6	8,180	6,947	13.5	13.9
November.....	29.0	26.2	3,315	2,760	31.8	30.5	50.7	45.9	8,186	6,781	13.5	14.0
December.....	26.5	26.9	3,033	2,717	32.5	31.5	47.1	46.0	7,047	6,552	13.8	14.2
October-December 3/.....			10,620	9,044					25,166	21,882		
January.....	29.2	27.3	3,501	3,017	31.8	30.9	50.9	47.2	8,435	7,293	13.4	13.9
February.....	30.6	27.3	3,746	3,104	31.2	30.8	51.3	47.7	8,471	7,534	13.5	13.7
March.....	31.3	27.7	3,976	3,321	31.5	30.6	52.0	49.0	8,940	7,928	13.7	13.7
October-March 3/.....			22,793	19,338					53,313	46,574		
April.....	30.6	26.9	3,626	3,201	32.4	30.7	51.5	48.2	8,584	7,868	13.9	13.5
May.....	31.5	28.0	4,146	3,403	31.8	30.6	51.4	48.2	8,898	7,925	13.9	13.5
June.....	31.7	28.8	4,278	3,351	31.5	30.6	51.3	49.1	8,790	7,805	14.0	13.5
October-June 3/.....			35,835	30,075					81,539	72,002		
July.....	31.7	28.2	4,118	3,417	32.2	31.1	51.4	47.8	8,321	7,877	14.4	13.6
August.....	30.6	27.7	4,001	3,316	31.9	31.1	47.6	47.6	7,985	7,569	14.4	13.6
September.....	28.8	26.0	3,541	2,912	33.1	31.7	46.9	45.9	7,503	7,143	14.7	13.6
Season 3/.....			48,437	40,406	31.9	30.9			107,196	96,254	13.9	13.5

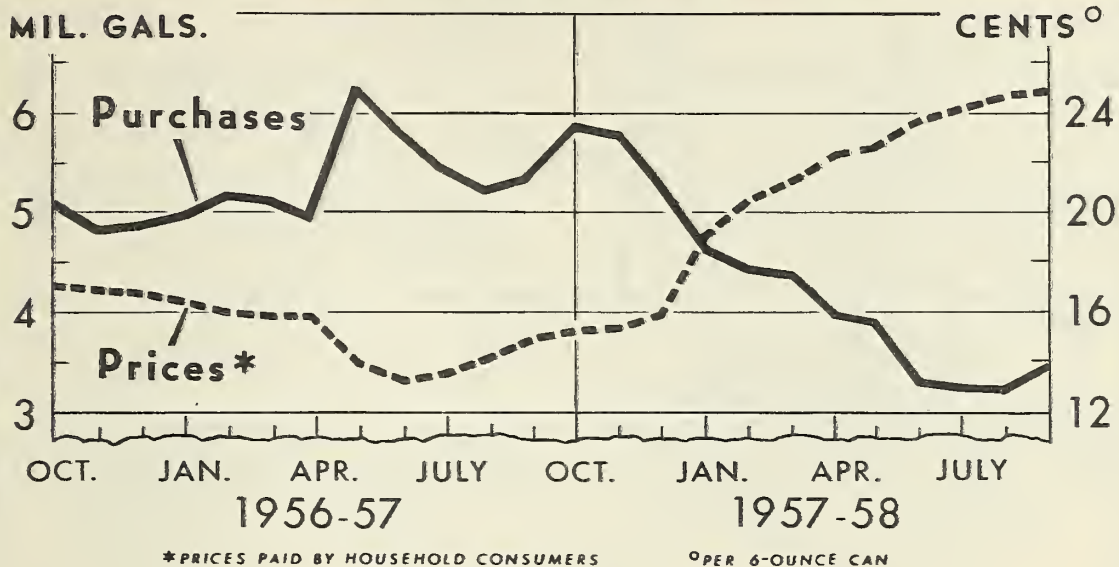
1/ Includes all single-strength juices except orange, grapefruit, lemon, prune and tomato.

2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58(11) AGRICULTURAL MARKETING SERVICE

Figure 1

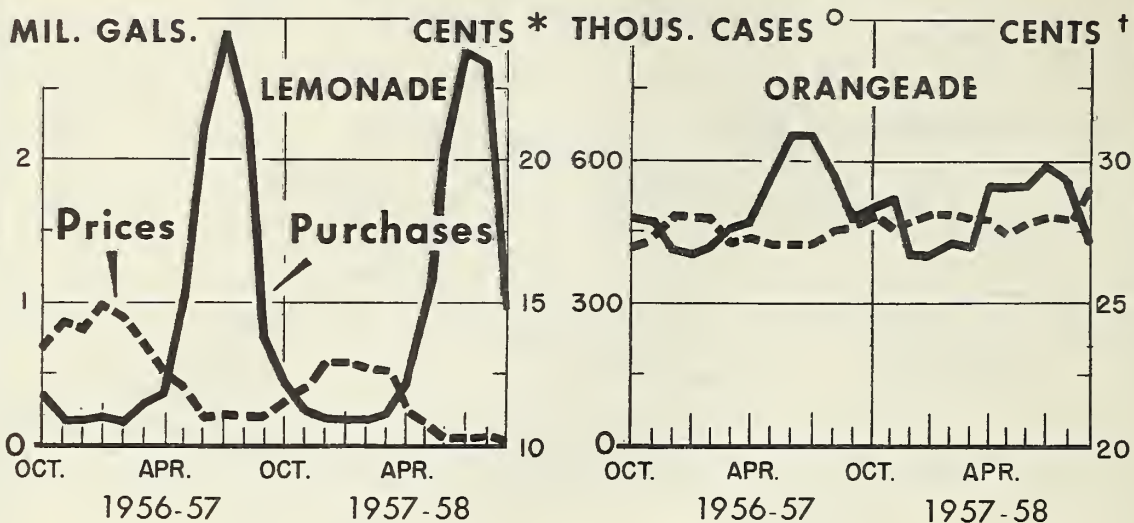
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Percentage of all families buying		Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents
October.....	30.9	29.3	5,851	5,070	15.2	17.0
November.....	31.2	28.6	5,770	4,818	15.4	16.7
December.....	29.3	28.9	5,288	4,896	15.9	16.6
October-December 1/.....			18,193	15,911		
January.....	27.9	27.9	4,626	4,945	18.9	16.3
February.....	28.0	28.3	4,423	5,166	20.3	16.0
March.....	26.7	27.7	4,360	5,132	21.2	15.9
October-March 1/.....			32,753	32,433		
April.....	25.2	28.0	3,992	4,959	22.2	15.9
May.....	24.2	30.8	3,915	6,296	22.5	14.0
June.....	23.5	30.3	3,320	5,838	23.9	13.3
October-June 1/.....			44,896	50,928		
July.....	22.9	29.7	3,284	5,487	24.2	13.5
August.....	23.0	29.3	3,267	5,203	24.6	14.2
September.....	24.0	28.6	3,490	5,325	24.7	14.9
Season 1/.....			55,732	68,183	20.0	15.3

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (11) AGRICULTURAL MARKETING SERVICE

Figure 2

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

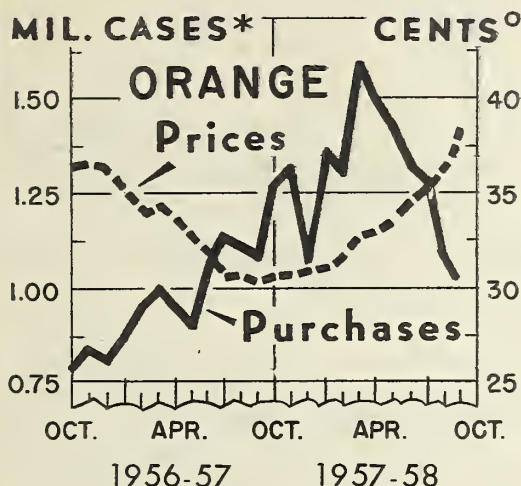
Period	Frozen lemonade concentrate						Canned single-strength orangeade					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying		1957-58	1956-57	per 6 oz. can		families buying		1957-58	1956-57	per 46 oz. can	
	Percent	Percent	1,000 gallons	1,000 gallons	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	3.6	3.8	415	350	11.5	13.4	3.9	3.4	494	484	28.0	26.9
November.....	2.3	1.9	228	148	12.0	14.3	3.6	3.4	518	466	27.5	27.2
December.....	2.4	1.9	203	166	12.9	14.1	3.0	2.9	412	401	27.9	28.0
October-December 2/.....			891	718					1,514	1,428		
January.....	2.3	2.1	181	176	12.9	14.9	2.9	2.6	402	393	28.2	27.9
February.....	2.3	1.9	191	161	12.7	14.4	3.2	3.2	424	409	28.2	27.9
March.....	2.1	2.8	216	280	12.6	13.4	3.2	3.2	417	450	27.8	27.0
October-March 2/.....			1,548	1,332					2,867	2,781		
April.....	4.7	3.5	434	366	11.4	12.4	4.4	3.4	553	465	27.9	27.2
May.....	8.8	8.5	1,115	1,010	10.8	11.9	3.7	4.2	550	572	27.4	26.8
June.....	14.3	17.0	2,048	2,231	10.3	11.0	4.1	4.8	553	652	27.8	26.8
October-June 2/.....			5,761	5,397					4,678	4,609		
July.....	18.4	19.1	2,786	2,930	10.3	11.1	4.6	4.4	594	653	28.1	26.8
August.....	16.9	16.0	2,651	2,307	10.4	10.9	4.0	4.4	559	576	28.0	27.4
September.....	7.8	6.4	973	730	10.2	10.9	3.5	3.4	428	470	29.0	27.5
Season 2/.....			12,691	11,764	10.6	11.5			6,358	6,463	28.0	27.2

1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

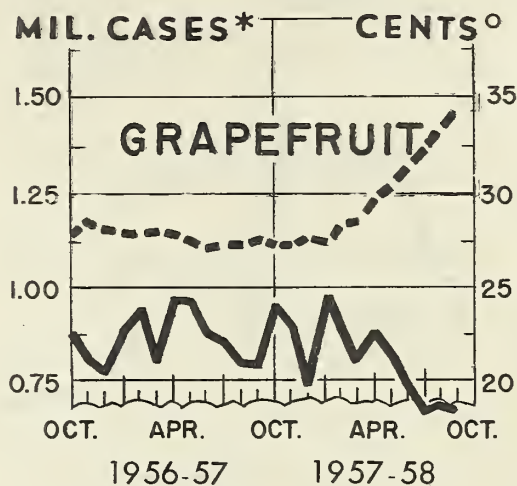
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (11) AGRICULTURAL MARKETING SERVICE.

Figure 3

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Canned orange juice						Canned grapefruit juice					
	Percentage of all:		Purchases		Average price		Percentage of all:		Purchases		Average price	
	families buying				per 46 oz. can		families buying				per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	10.9	7.9	1,268	775	30.6	36.4	8.1	8.0	959	884	27.4	27.9
November.....	11.5	8.0	1,313	834	30.7	36.6	7.8	7.2	894	813	27.4	28.6
December.....	9.6	7.9	1,042	810	30.9	36.4	6.6	6.6	743	776	27.6	28.1
October-December 2/.....			3,885	2,631					2,814	2,663		
January.....	11.8	8.0	1,353	871	31.1	35.0	8.5	7.9	967	882	27.3	27.9
February.....	11.0	9.1	1,309	956	31.7	34.0	7.7	8.1	855	939	28.1	27.9
March.....	11.8	9.1	1,580	993	32.6	34.4	6.9	7.3	798	797	28.4	28.1
October-March 2/.....			8,548	5,663					5,639	5,515		
April.....	11.4	9.2	1,504	949	32.8	33.9	7.8	8.3	879	978	29.5	27.8
May.....	11.0	8.1	1,433	898	33.4	32.7	7.4	8.1	815	969	30.4	27.4
June.....	11.0	9.0	1,328	1,071	34.3	31.9	7.2	7.5	749	888	31.4	27.1
October-June 2/.....			13,129	8,849					8,248	8,545		
July.....	10.4	9.9	1,277	1,146	35.2	30.5	6.1	7.4	674	854	32.4	27.4
August.....	9.2	9.6	1,086	1,124	36.6	30.6	6.6	7.2	679	793	33.3	27.3
September.....	9.2	9.5	1,020	1,132	38.3	30.3	6.1	7.2	664	793	34.1	27.6
Season 2/.....			16,721	12,522	33.0	33.3			10,431	11,172	29.5	27.8

1/ Equivalent cases 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

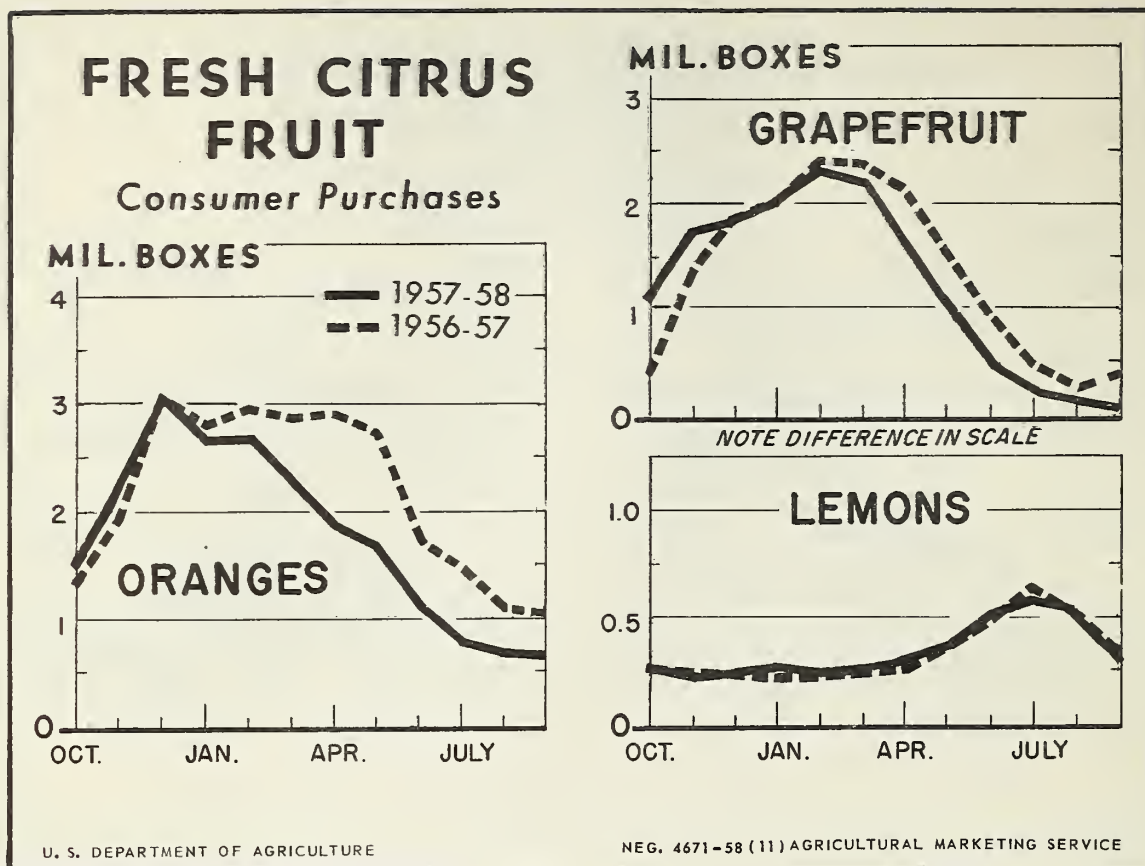


Figure 4

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
			per dozen				per dozen				per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November.....	2,162	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December.....	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/.....	7,343	7,068			5,146	4,076			790	774		
January.....	2,666	2,772	49.5	41.8	2,000	2,020	88.5	80.3	261	217	46.9	50.1
February.....	2,670	2,944	51.9	42.4	2,336	2,407	86.1	76.1	242	220	47.8	49.1
March.....	2,297	2,870	56.8	44.8	2,193	2,389	89.6	78.7	251	239	46.5	46.2
October-March 1/.....	15,578	16,405			12,266	11,492			1,604	1,508		
April.....	1,884	2,938	63.7	46.4	1,638	2,131	103.0	82.2	295	285	45.2	43.2
May.....	1,686	2,719	62.0	48.5	1,085	1,540	116.6	90.1	363	359	44.6	43.3
June.....	1,125	1,676	61.5	47.7	496	880	125.0	97.8	508	472	42.7	41.7
October-June 1/.....	20,651	24,276			15,656	16,359			2,888	2,727		
July.....	801	1,477	62.8	46.5	226	477	137.0	105.5	585	642	42.7	40.8
August.....	885	1,129	62.3	47.8	137	246	138.2	115.9	538	508	42.0	42.5
September.....	660	1,045	67.8	49.3	81	392	155.3	109.5	317	327	42.8	43.6
Season 1/.....	22,970	28,193	52.2	44.3	16,128	17,510	94.0	85.3	4,429	4,322	44.2	44.1

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

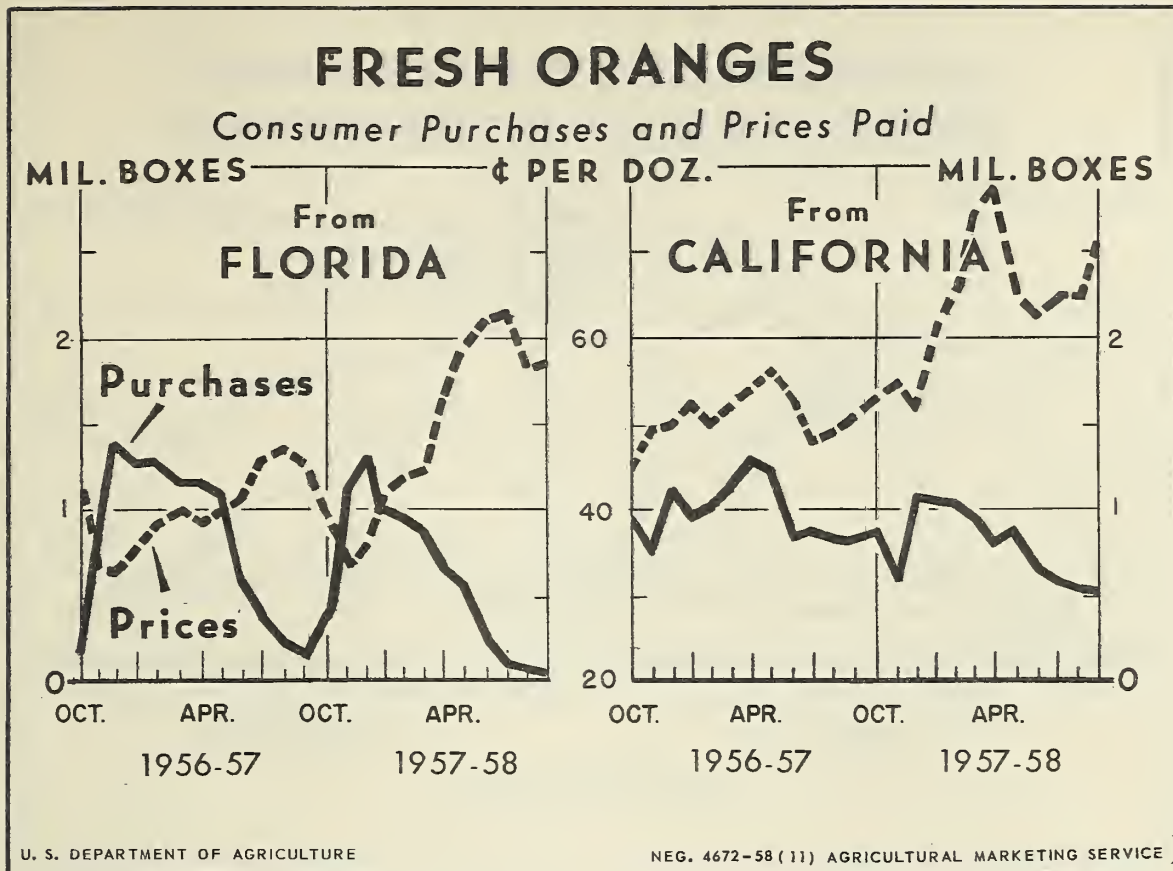


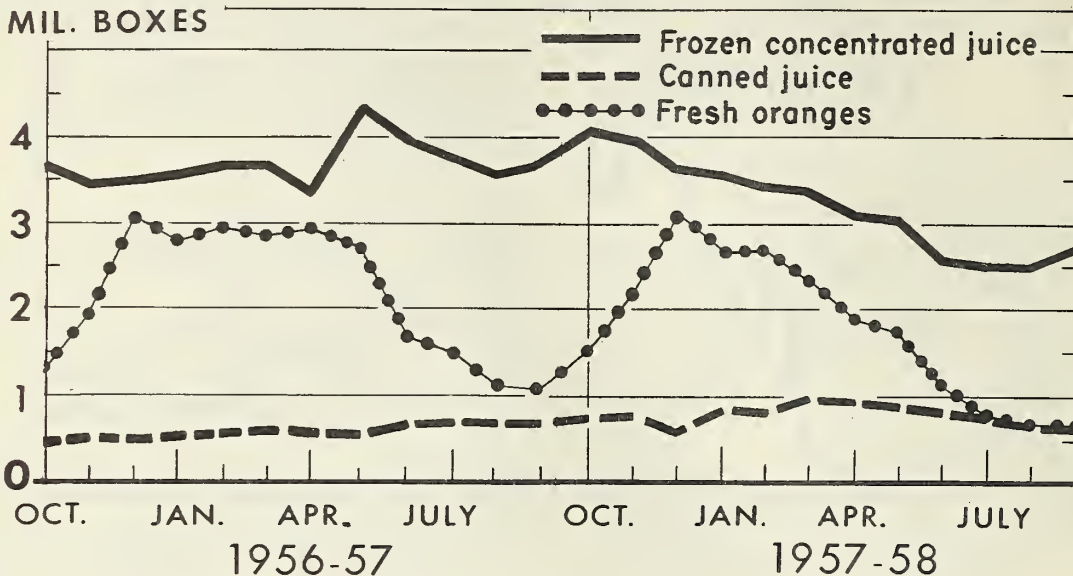
Figure 5

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750			2,701	3,024		
January.....	991	1,269	42.0	35.8	1,031	978	61.9	52.4
February.....	959	1,294	43.6	38.2	1,017	1,024	65.8	50.6
March.....	851	1,168	45.1	39.8	922	1,126	74.5	52.0
October-March 1/.....	6,153	6,769			5,924	6,455		
April.....	675	1,165	52.9	38.7	803	1,291	77.7	53.9
May.....	552	1,085	58.1	39.9	872	1,221	65.6	56.2
June.....	264	575	62.1	41.7	685	846	62.9	52.4
October-June 1/.....	7,741	9,800			8,515	10,054		
July.....	104	383	62.9	45.7	587	887	64.8	47.8
August.....	66	200	56.7	46.9	529	810	64.0	48.7
September.....	55	117	57.5	45.6	517	800	70.3	50.3
Season 1/.....	7,977	10,532	42.5	37.7	10,280	12,747	63.2	50.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665-58 (11) AGRICULTURAL MARKETING SERVICE

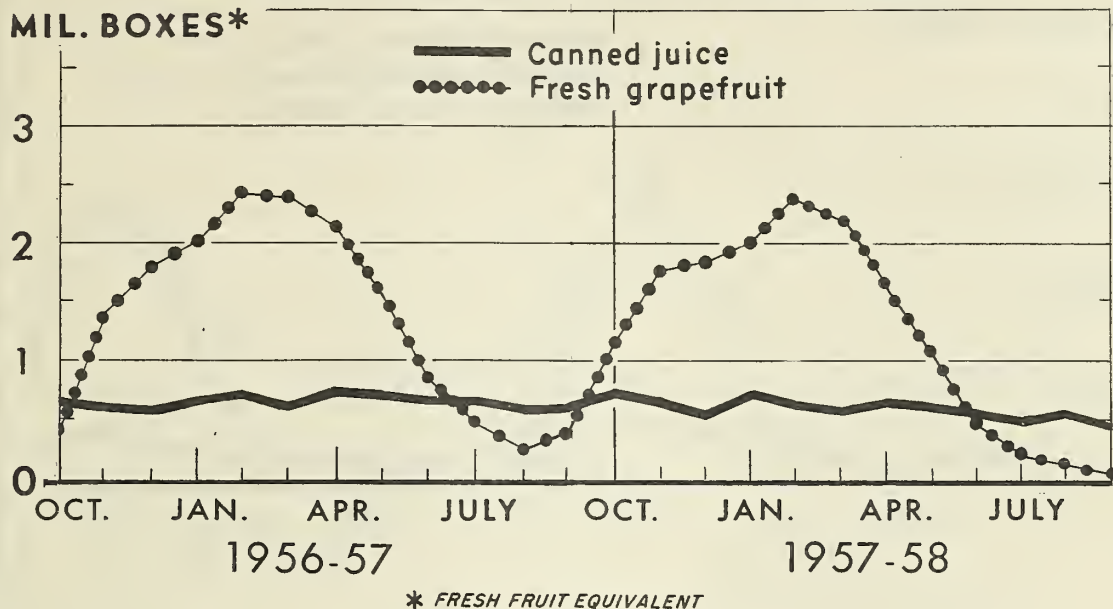
Figure 6

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....	2,666	2,772	3,557	3,531	836	516	7,059	6,819
February.....	2,670	2,944	3,401	3,689	809	566	6,880	7,199
March.....	2,297	2,870	3,353	3,664	976	588	6,626	7,122
October-March 1/.....	15,578	16,405	23,750	23,157	5,100	3,353	44,428	42,915
April.....	1,884	2,938	3,090	3,372	937	571	5,911	6,881
May.....	1,686	2,719	3,030	4,281	893	541	5,609	7,541
June.....	1,125	1,676	2,570	3,970	827	645	4,522	6,291
October-June 1/.....	20,651	24,276	33,149	35,734	7,954	5,271	61,428	65,281
July.....	801	1,477	2,519	3,786	796	690	4,116	5,953
August.....	685	1,129	2,506	3,590	677	677	3,868	5,396
September.....	660	1,045	2,677	3,674	635	631	3,972	5,400
Season 1/.....	22,970	28,193	41,460	47,640	10,192	7,482	74,622	83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (11) AGRICULTURAL MARKETING SERVICE

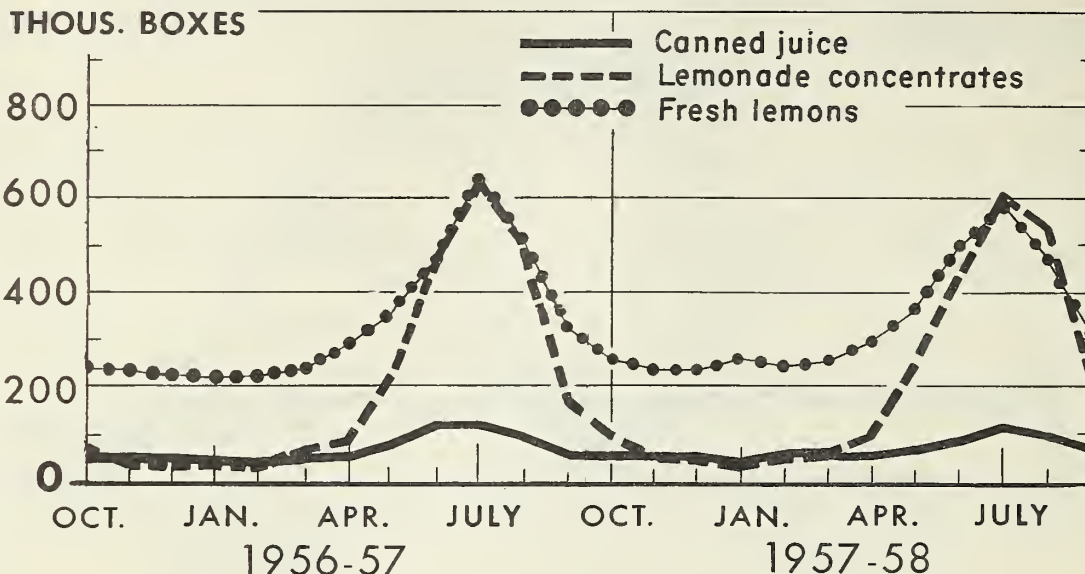
Figure 7

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,152	444	715	674	1,867	1,118
November.....	1,726	1,359	657	620	2,393	1,979
December.....	1,825	1,839	554	592	2,379	2,431
October-December 1/.....	5,146	4,076	2,099	2,663	7,245	6,739
January.....	2,000	2,020	722	673	2,722	2,693
February.....	2,336	2,407	639	716	2,975	3,123
March.....	2,193	2,389	596	608	2,789	2,997
October-March 1/.....	12,266	11,492	4,209	4,839	16,475	16,331
April.....	1,638	2,131	657	735	2,295	2,866
May.....	1,085	1,540	610	729	1,695	2,269
June.....	496	880	560	668	1,056	1,548
October-June 1/.....	15,656	16,359	6,161	7,118	21,817	23,477
July.....	226	477	504	652	730	1,129
August.....	137	246	508	605	645	851
September.....	81	392	497	605	578	997
Season 1/.....	16,128	17,510	7,794	9,122	23,922	26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUITEQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-58 (11) AGRICULTURAL MARKETING SERVICE

Figure 8

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	48	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....	261	217	41	49	38	37	39	38	341	304
February.....	242	220	53	42	40	34	43	35	338	297
March.....	251	239	61	50	46	59	48	61	360	350
October-March 3/.....	1,604	1,508	344	315	327	291	339	298	2,287	2,121
April.....	295	285	59	51	92	77	94	80	448	416
May.....	363	359	73	70	235	213	239	216	675	645
June.....	508	472	90	115	432	471	439	478	1,037	1,065
October-June 3/.....	2,888	2,727	581	567	1,216	1,138	1,244	1,152	4,713	4,446
July.....	585	642	121	116	588	618	602	629	1,308	1,387
August.....	538	508	94	95	559	487	566	500	1,198	1,103
September.....	317	327	70	60	205	154	210	160	597	547
Season 3/.....	4,429	4,322	890	855	2,678	2,481	2,733	2,511	8,052	7,688

1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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